GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2198
ANSWERED ON:06.05.2016
SMS Service of AIR
Wanaga Shri Chintaman Navsha

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the All India Radio (AIR) is facing financial crunch;

(b) if so, the reasons therefor and corrective measures taken by the Government in this regard;

(c) whether Government has taken cognizance that free SMS service from All India Radio has been called off permanently;

(d) if so, the details thereof and the reasons therefor; and

(e) whether the Government is going to shift regional news bulletin from New Delhi, AIR to respective region, if so, and the details thereof ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) & (b) Being a Public Broadcaster, the primary mandate of All India Radio (AIR) is to organize and conduct public broadcasting with the intent to inform, educate and entertain the people living in far flung and remotest part of the country. Hence, at times, AIR may not earn as much as it spends. Government provides budgetary support to Prasar Bharati (AIR & DD) under Plan & Non-Plan.

(c) & (d) Prasar Bharati decided to call off Free SMS Service from AIR since it was uneconomical.

(e) A proposal in this regard is under consideration in Prasar Bharati.